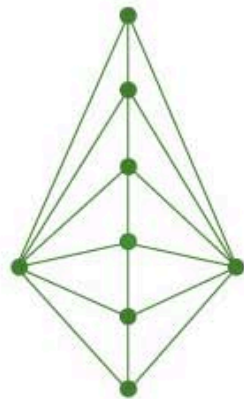
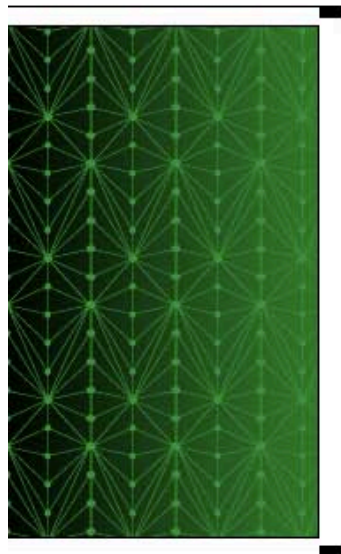


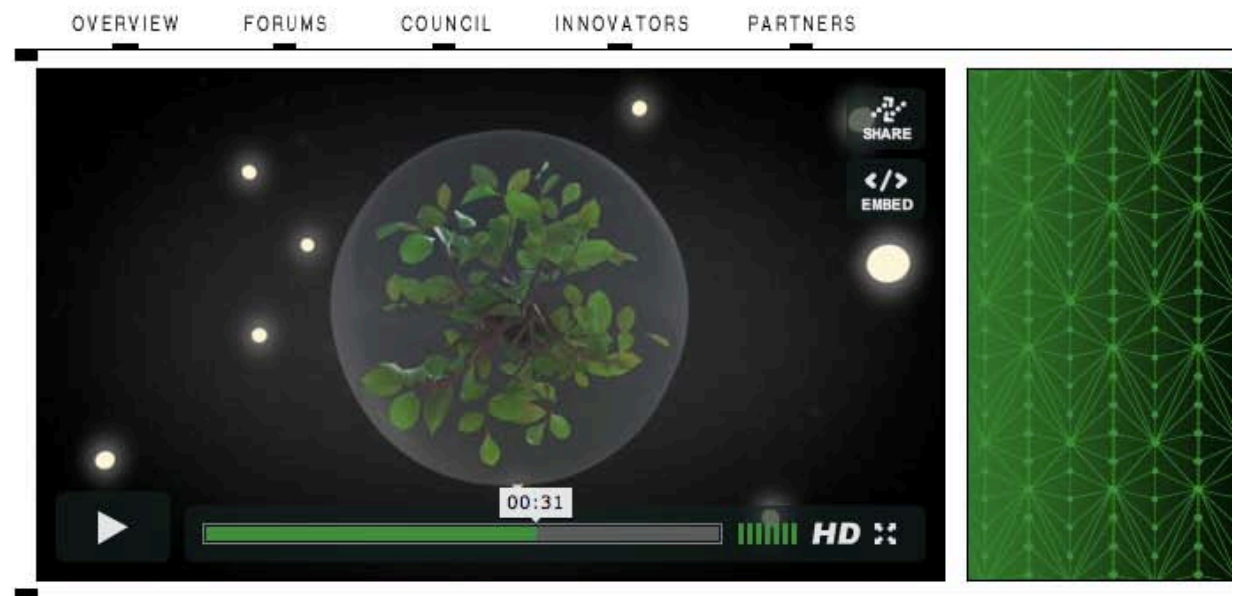
LAUNCH: Accelerating Innovation

Presentation to the NASA Advisory Council
Education and Public Outreach Committee

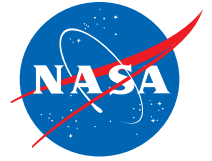
LAUNCH 



<http://launch.org>



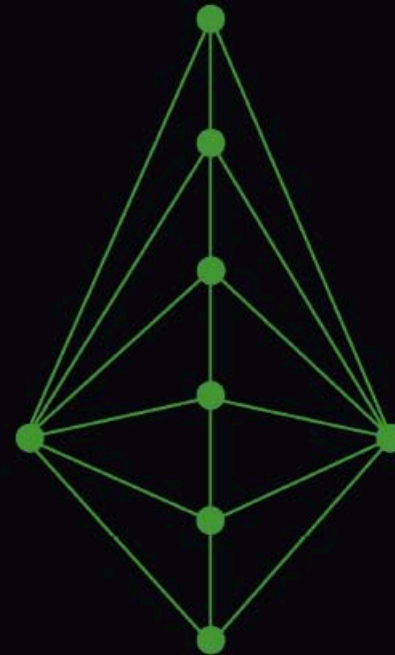
Beth Beck
Space Operations Public Outreach Manager
February 8, 2011



LAUNCH: Accelerating Innovation for a Sustainable Future

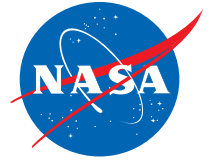
What is LAUNCH?

NASA, USAID, Department of State, and NIKE partnership to identify, showcase and support *innovative approaches to global challenges* through a series of forums and follow-up activities.



LAUNCH

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Space Operations Public Outreach Manager
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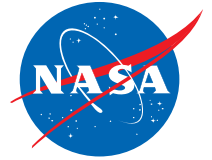
LAUNCH: Accelerating Innovation for a Sustainable Future



LAUNCH Innovators:
visionaries whose world-class
ideas, technologies or programs
show great promise for making
tangible impacts on society –
innovations that matter.

Mark Tonkin and son
growing trees in the desert!
Subsurface irrigation
technology uses brackish or
saline water without expensive
purification, desalination, fine
filtering or pressurizing.

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Space Operations Public Outreach Manager
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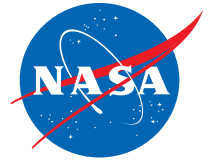
LAUNCH: Accelerating Innovation for a Sustainable Future

LAUNCH Council: a world-class body of entrepreneurs, scientists, engineers, venture capitalists, leaders in government, media and business who guide innovators.



Each contributes to the cumulative power and wisdom of the LAUNCH network – *the Fellowship of Innovation*.

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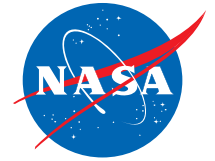


LAUNCH Forums focus on key challenge areas – *water, health, energy, air* – giving thought leaders a venue for evaluating creative ideas among peers and joining in collaborative solution-driven discussions.

Each innovator presents to the Council, followed by focused impact rotations, a process we call *Innovator Speed Dating*.



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LAUNCH Accelerator provides individual support to each innovator to help sift through, absorb, and apply LAUNCH forum recommendations.

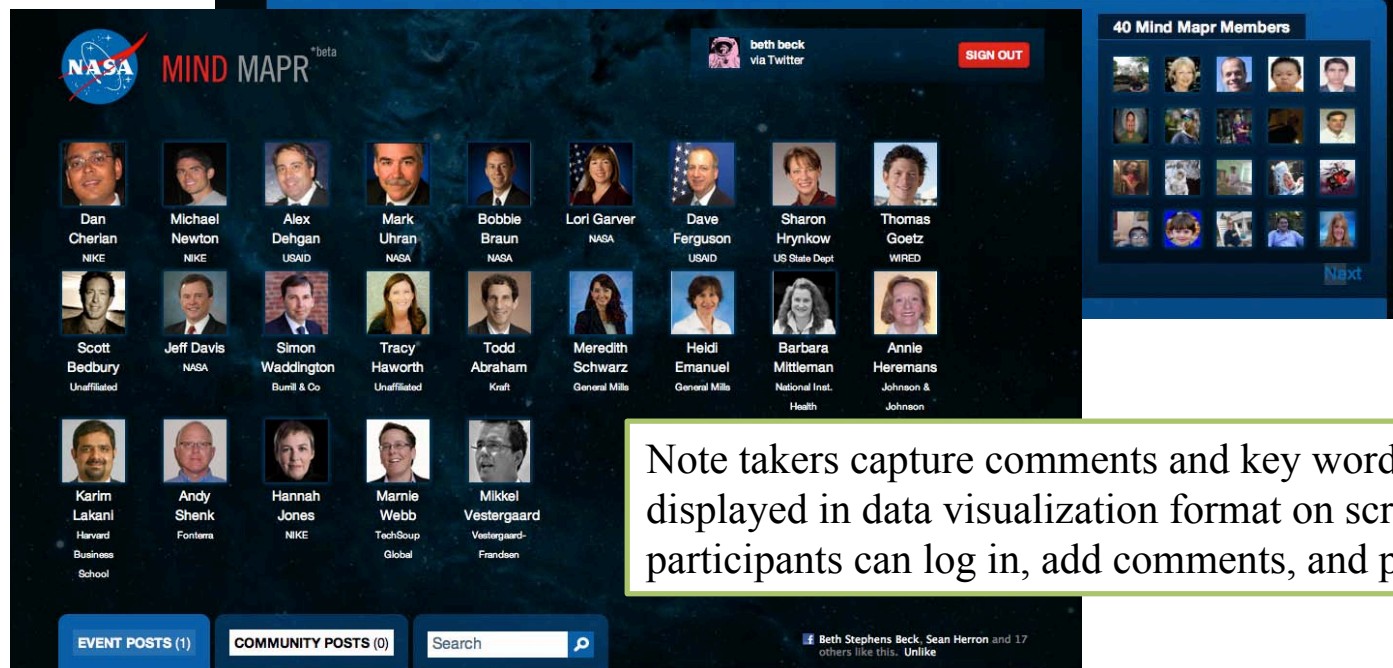
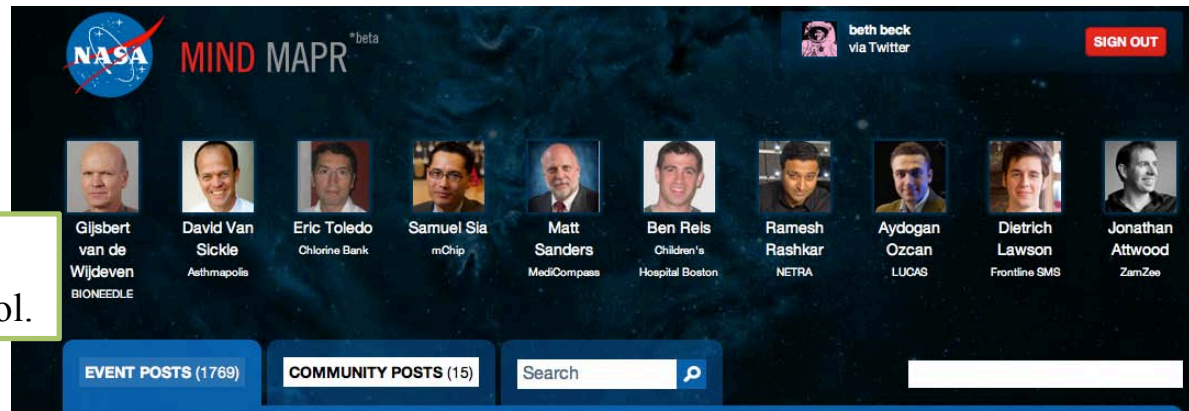


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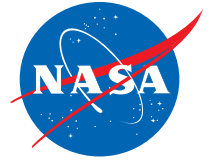


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NASA MindMapr
real-time note-taking tool.



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Space Operations Public Outreach Manager
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Why LAUNCH? Why NASA?

TED: Ideas Worth Spreading

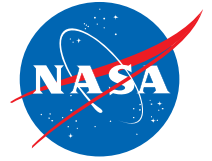
[Simon Sinek](#)

[*"How Great Leaders Inspire Action"*](#)

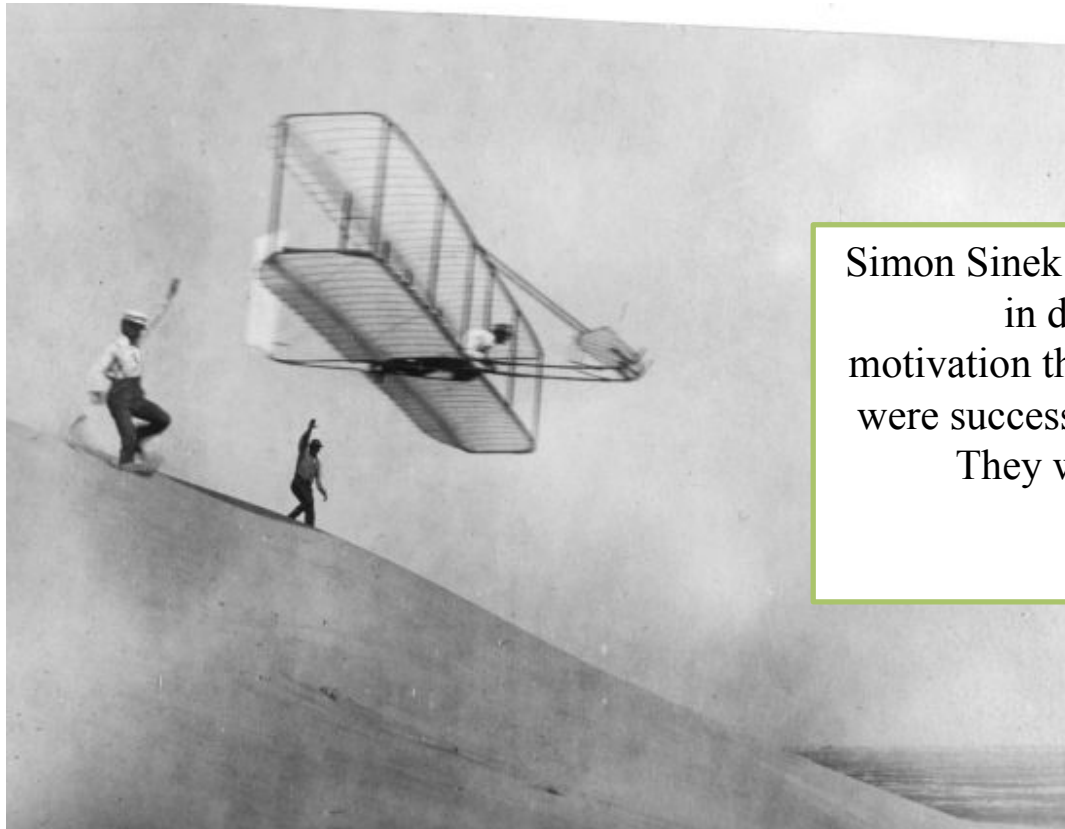
In his TED presentation, he shows how success starts with "why" before deciding "how" or "what."



Beth Beck
Space Operations Public Outreach Manager
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Simon Sinek tells us “why” we do things motivates us in different ways. Making money is different motivation than creating change. The Wright Brothers were successful because they were *driven by a cause*. They wanted to *change the course of the world*. And they did!

TED presentation [Simon Sinek: “How Great Leaders Inspire Action.”](#)

Beth Beck
Space Operations Public Outreach Manager
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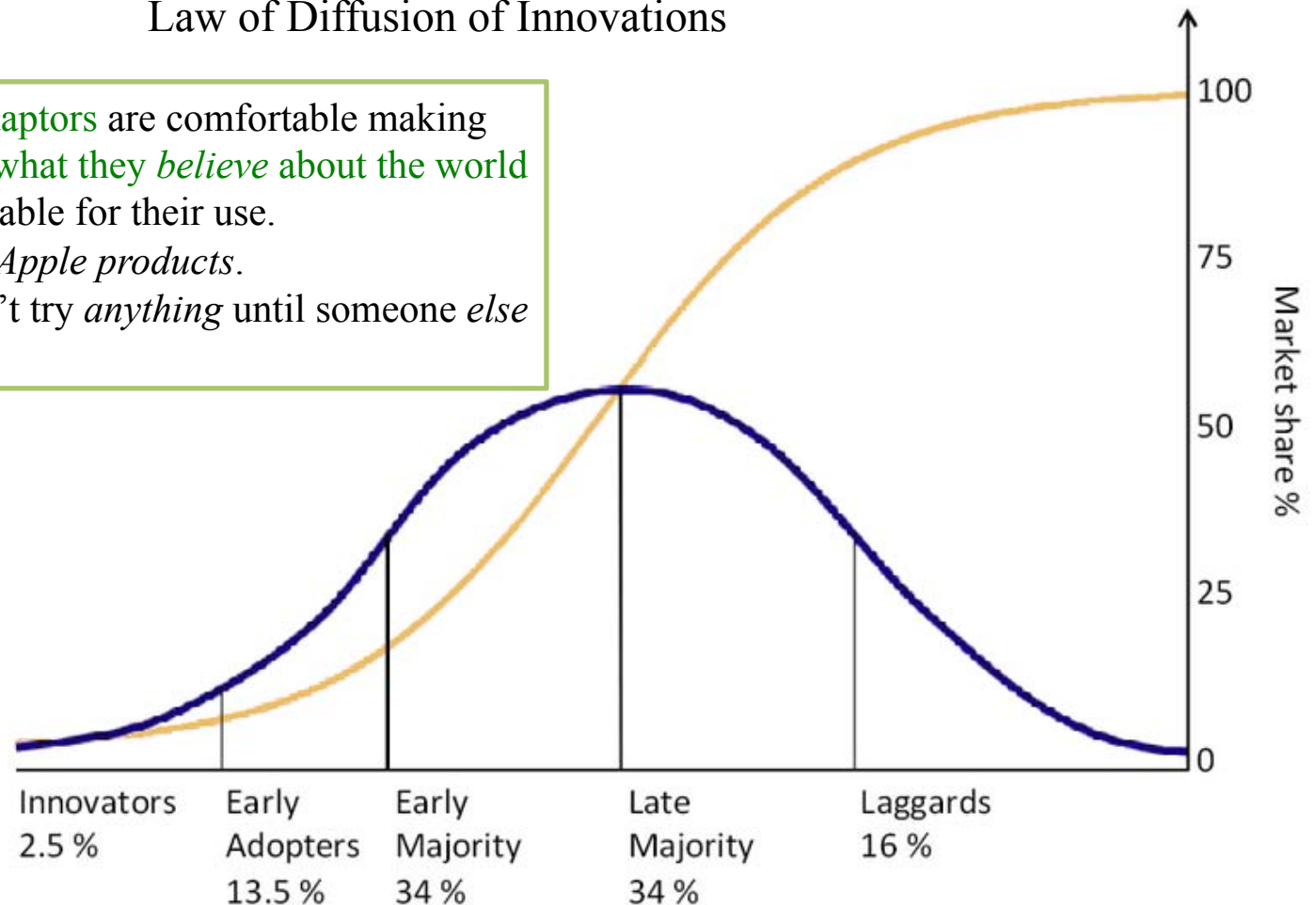
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Law of Diffusion of Innovations

Innovators and Early Adopters are comfortable making gut decisions driven by what they *believe* about the world vs. what product is available for their use.

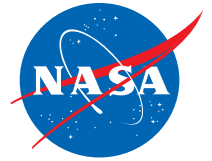
Example: long lines for Apple products.

The Early Majority won't try *anything* until someone *else* tries it first.



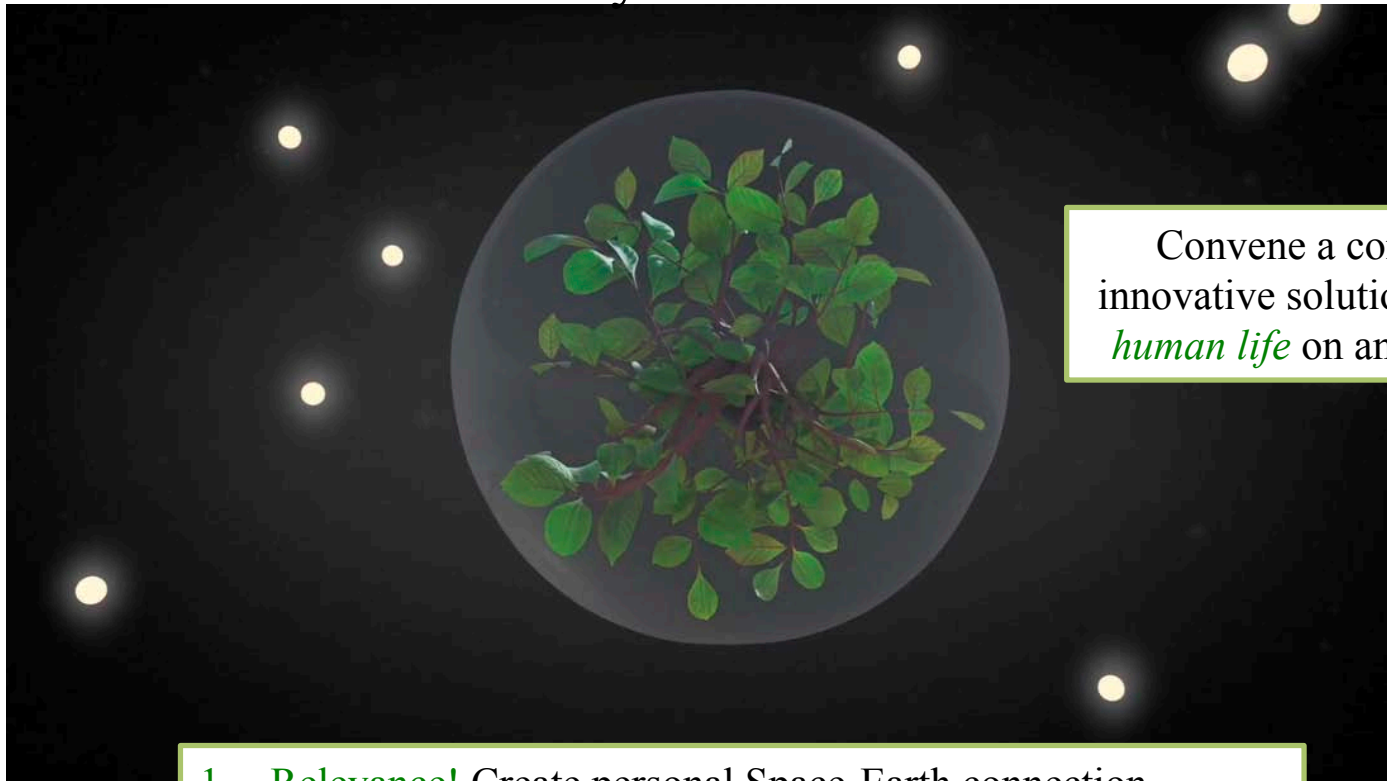
TED presentation [Simon Sinek: "How Great Leaders Inspire Action."](#)

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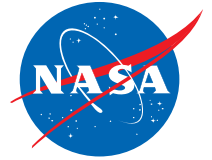
Why LAUNCH?



Convene a conversation about innovative solutions *to sustaining human life* on and *off* this planet.

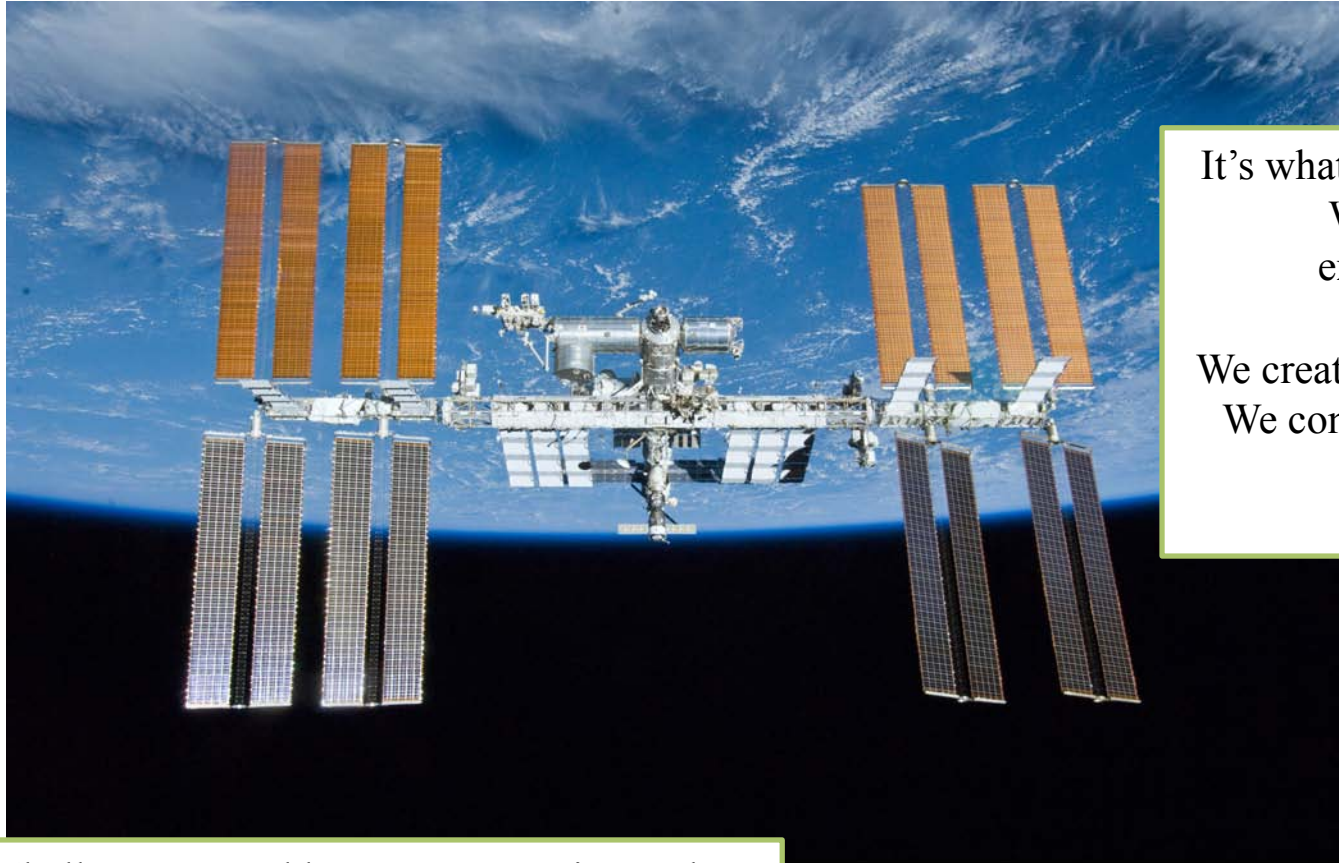
1. **Relevance!** Create personal Space-Earth connection, anchored in what each individual *believes about the world*.
2. Leverage NASA's *problem-solving* expertise to propel solution to Earth's most pressing problems.
3. Cultivate a culture of *innovative thinking*.

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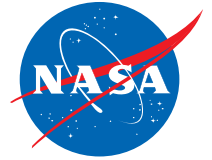
Why Sustainability? Why should NASA care?



It's what we do each and every day!
We *sustain human life* in the
extremely remote and hostile
environment of space.
We create and store our own energy.
We conserve our consumables. We
recycle waste water. We
monitor and cleanse the air.

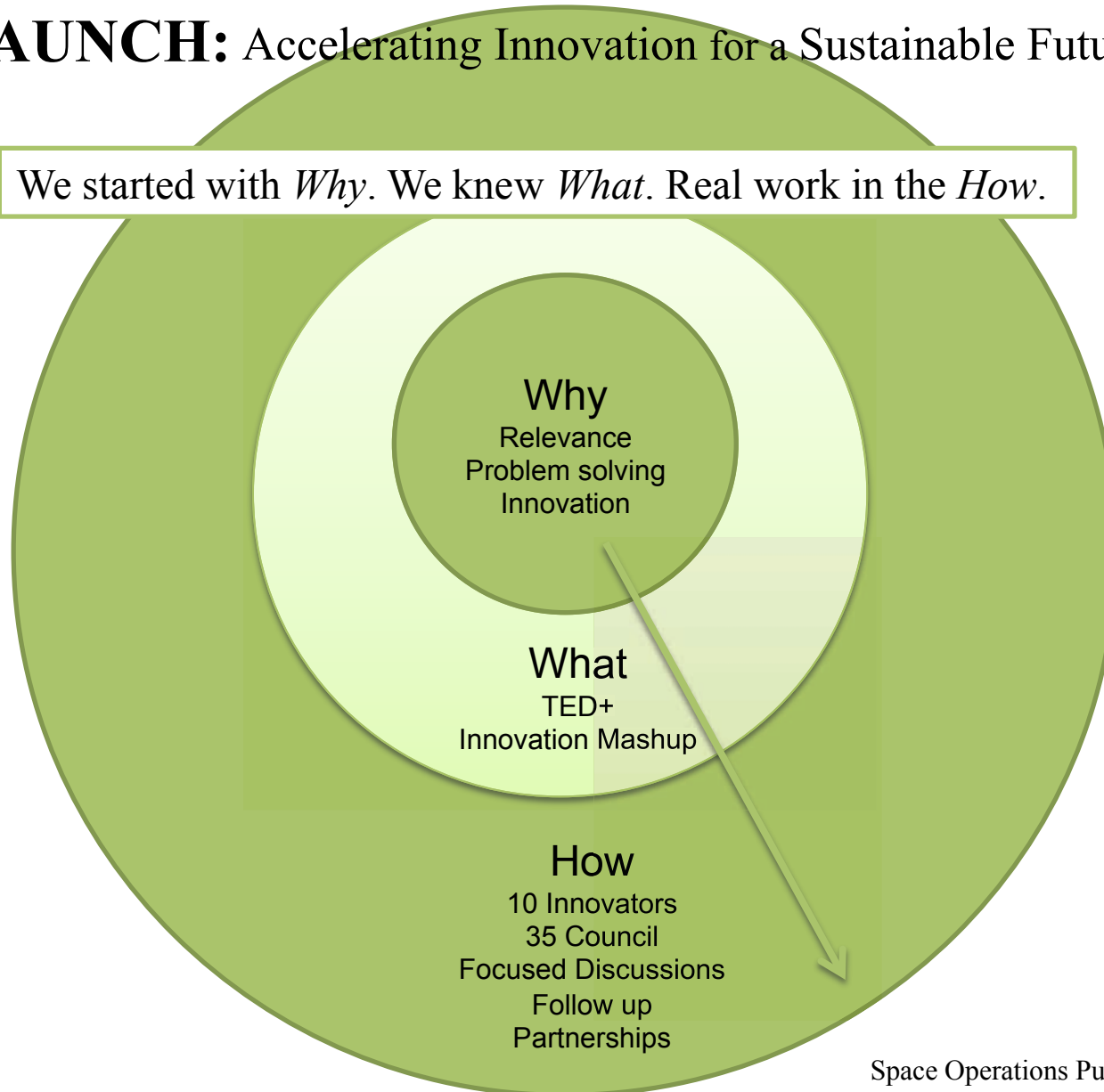
Challenges we address *in space* mirror what
humans face *here on Earth* – only magnified.

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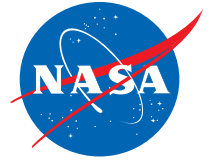


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We started with *Why*. We knew *What*. Real work in the *How*.



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Space Operations Public Outreach Manager
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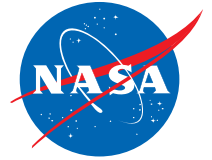
So what? What's unique?



We convened a conversation, based on our leadership in innovation and technology with no expectation of organizational gain – other than the “whys” listed earlier. We stayed away from traditional partners, show & tell, or technology requirements. We intentionally kept LAUNCH small.

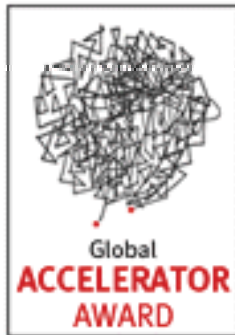
“An extraordinarily productive event where innovators have an intense interaction with a diverse, high level mix of companies, entrepreneurs, agencies, marketers to produce high impact feedback at no cost to the innovators.”

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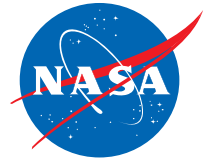


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LAUNCH experience: harnessing the *collective genius* to *accelerate individual innovation* for a better world.



Beth Beck
Space Operations Public Outreach Manager
February 8, 2011



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Here's a toast to LAUNCH with NASA's recycled water!



Contact me:

@bethbeck

<http://bethbeck.wordpress.com>

www.linkedin.com/in/bethbeck

<http://www.facebook.com/beth.beck>

Beth Beck
Space Operations Public Outreach Manager
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